

# Goals and Objectives for 2012-2017 California Statewide Historic Preservation Plan

**DRAFT**

**January 2012**

## **I. Redefine the public's perception of "preservation"**

Goal: Expand the constituency for preservation by conveying the broad scope of what is considered a historical or cultural resource and communicating how communities can further identify, protect, and make use of what is important to them.

### Objectives

- A. Expand the focus of preservation efforts beyond that of the physical environment to also include the cultures and stories behind the resources.
- B. Encourage recordation and designation of resources that reflect the uniqueness and diversity of California in surveys, inventories, and local, state, and national registration programs.
- C. Improve access to information about historical and cultural resources for public agencies and private organizations as well as the general public.
- D. Facilitate adaptive re-use of resources that no longer serve a community's needs.

## **II. Develop partnerships**

Goal: Encourage collaboration and partnerships between preservationists and a diverse array of non-traditional partners in order to broaden the constituency for preservation and maximize resources.

### Objectives

- A. Create opportunities for a wider range of individuals and organizations to participate in historic preservation and foster collaboration and exchange of information among these partners.
- B. Help build coalitions among diverse environmental organizations and others concerned about land-use policies.
- C. Establish or expand partnerships with agencies and entities involved in economic development efforts that involve cultural resources, including those in the tourism industry.
- D. Develop training opportunities for non-traditional partners such as local building officials, design professionals, universal access advocates, building trades representatives, developers, and community organizations.

## **III. Contribute to community**

Goal: Communicate and improve upon the many ways that historical and cultural resources contribute to the livability and sustainability of our communities.

### Objectives

- A. Increase public awareness of the economic, social and environmental values and benefits of historic preservation.

- B. Collaborate with stakeholders to highlight and identify best practices for productive use and greater appreciation of historic properties.
- C. Explore new and innovative funding sources to support cultural heritage initiatives and work to include preservation of historical resources in economic development strategies at all levels of government.
- D. Incorporate cultural resource considerations into long-term planning, and balance growth with preservation by emphasizing preservation as a tool for maintaining and revitalizing communities.

#### **IV. Foster a preservation ethic**

Goal: Cultivate a sense of stewardship for historical and cultural resources, and the belief that these resources, and the stories they can tell, enrich our lives and our communities.

##### Objectives

- A. Educate the public about historical and cultural resources, why they matter, and ways to use and protect them.
- B. Provide increased opportunities for the public to access and interact with historical and cultural resources in order to help them recognize, embrace and actively participate in the management of their heritage.
- C. Develop and promote heritage tourism as a vehicle for economic development.
- D. Incorporate heritage education into formal and informal educational programs statewide.

#### **V. Protect historical and cultural resources**

Goal: Protect, preserve, restore and maintain historical and cultural resources throughout California, for the education, enjoyment and enrichment of present and future generations.

##### Objectives

- A. Provide assistance to public agencies to ensure consideration and appropriate treatment of heritage resources as part of project planning and implementation.
- B. Educate and advocate for legal protections and incentives, including comprehensive preservation plans and local ordinances to protect diverse cultural resources.
- C. Promote early and comprehensive consultation between public agencies and tribal organizations as well as other interested parties.
- D. Provide forums where preservationists can share information and discuss questions, problems, issues and best practices.

The California Office of Historic Preservation invites comments on these draft goals and objectives. To provide comments, which need to be received **by March 20, 2012** in order to be considered for the final draft of the plan, **email us at [calshpo@parks.ca.gov](mailto:calshpo@parks.ca.gov) or call us at 916 445-7000.**